

Reagan Billboard Waiver Request

WPDR

February 15, 2007

Proposal: Reagan National Advertising is proposing to remove and relocate 5 off-premise signs

From: 4 in Urban Core and 1 outside (6400 Burleson Road)

- 1208 ½ E. 11th
- 6403 N. Lamar
- 2007 S. Lamar
- 8711 N. Lamar
- 6400 Burleson Road

To:

- 3205 N. FM 620
- 3717 N. FM 620
- 6900 N. FM 620
- 6901 N. FM 620
- 9706 Bilbrook Place

Request: Need 25 waivers to accomplish:

- **5** Waivers relocating signs to other than Expressway Corridor Roadway (25-10-152 B6 ci1)
- **5** Waivers relocating signs to a scenic roadway (25-10-152 B6 cii)
- **5** waivers for signs w/face size exceeding original size (original 300sf, new 672sf) (25-10-152 B6d)
- **5** waivers for signs to be relocated in perpetuity instead of 25 years Max (25-10-152 B6e)
- **3** waivers for signs within 500' of residential structure in residential zoning district (25-10-152 B6 ciii2) (6900 & 6901 FM 620 & 9706 Bilbrook Place)
- **1** waiver for original sign not inside Urban Core (6400 Burleson) (25-10-152 B6a)
- **1** waiver to relocate to a tract that is not zoned as a commercial or industrial base district (25-10-152 B6 civ) 6901 FM 620 (Zoned I-RR)

Council Authority

- LDC Section B(6)(f)
 - The Council may waive or modify, with or without conditions, a requirement of Paragraph (6)(a)-(e) if the Council determines that the waiver or modification is justified by the **aesthetic benefit** to the City.

Council Authority cont.

- (i) In making the determination, the Council may consider:
 1. The number of nonconforming off-premise signs to be removed;
 2. The characteristics of the sites from which the signs are to be removed;
 3. The characteristics of the site on which the sign is to be relocated; and
 4. Other relevant factors.

Existing: 1209 E. 11th St



- Size: 300 sq ft
- Height: 39'
- Location: Core Area
- Registration expired

Proposed: 3205 N. FM 620



- Size: 672 sq ft
- Height: 42'
- Location: Scenic Roadway

Existing: 6403 N. Lamar



- Size: 300 sq ft
- Height: 33'
- Location: Core Area

Proposed: 3717 N. FM 620



- Size: 672 sq ft
- Height: 42'
- Location: Scenic Roadway

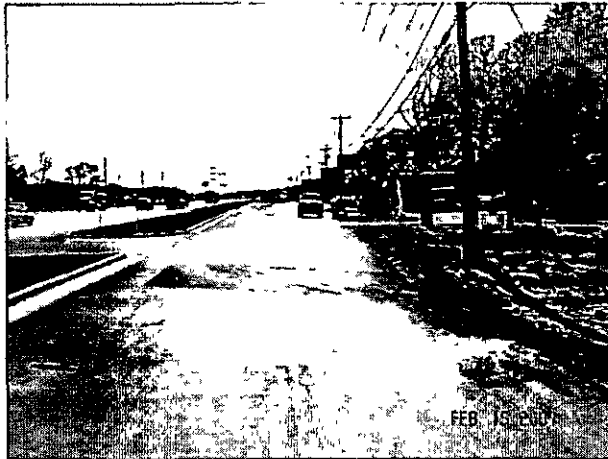
Pair #2

Existing: 2007 S. Lamar



- Size: 300 sq ft
- Height: 35'
- Location: Core Area

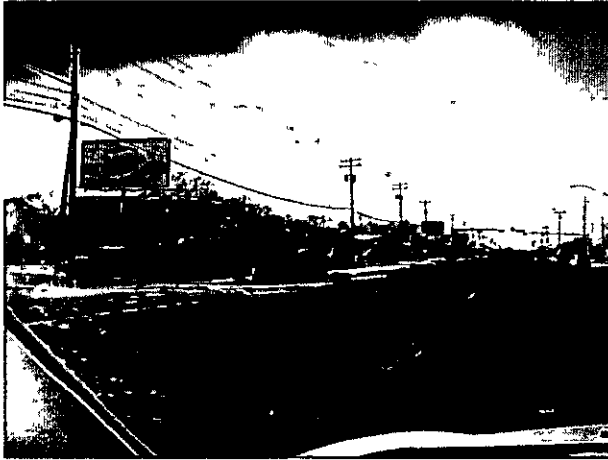
Proposed: 6900 N. FM 620



- Size: 672 sq ft
- Height: 42'
- Location: Scenic Roadway

Pair #3

Existing: 8711 N. Lamar



- Size: 300 sq ft
- Height: 25'
- Location: Core Area
- Registration expired

Proposed: 6901 N. FM 620



- Size: 672 sq ft
- Height: 42'
- Location: Scenic Roadway

Pair #4

Existing: 6400 Burleson Road



- Size: 300 sq ft
- Height: 35'
- Location: Outside Core Area
- Registration expired

Proposed: 9706 Bilbrook Place



- Size: 672 sq ft
- Height: 42'
- Location: Scenic Roadway